

# Group Project Documentation

## Workload Division

### Home page

Introduction - Ricky  
Design Tools - Rachel  
Design Resources - Rachel  
Design Application - Rachel

### Tools Page

Ricky

### Resources Page

Rachel

### Application Page

Graphics - Rachel  
Colour palette - Ricky  
Font picker - Ricky  
Contrast checker - Rachel

## Report

### Executive Summary (Rachel):

The Design Toolkit is an online learning resource platform dedicated to designers of all levels who want to hone their skills, expand their knowledge, or keep up to date with the newest industry trends. With a carefully selected collection of tutorials, guides, and even interactive learning resources, our website offers a wide range of learning resources covering softwares such as Figma, Adobe XD, and Sketch. Our goal is to provide designers with the tools and support they need to succeed in their careers, such as royalty-free media and free-to-use fonts. Whether they are beginners fresh out of their course or experienced professionals looking to stay updated on the newest design trends, the Design Toolkit can accommodate all of their needs.

### Introduction (Ricky):

The goal of our website is to make design easy to understand and accessible to designers on all levels. We intend to encourage people to try their hand at various things and dive deeper into the world of design. In this report, we will cover our research of possible audiences, the competition of our website and our goals with the content provided on our website.

## Audience Analysis (Rachel):

Our website would primarily attract people aged from late teens to mid-thirties, as this range includes both students studying related degrees as well as including experienced professionals who may use this site to stay updated on new softwares and new industry trends.

Using this information, we have created a persona named Emily. Emily represents our target audience and therefore also represents our target audience's needs, preferences, and learning styles.

### Needs:

For our persona's needs, she needs:

1. Access to learning resources, tutorials, and guides to enhance her skills in design tools like Adobe XD, Sketch, and Figma.
2. Guidance on implementing and managing design systems effectively to maintain consistency and efficiency in her design projects.
3. Assistance in finding and using royalty-free images and media responsibly to avoid copyright issues and enhance the visual appeal of her designs.

### Preferences:

As for her preferences, she prefers:

1. Interactive learning - such as video tutorials and guides that allow her to apply this newfound knowledge instantly.
2. Visual resources - this includes diagrams, images, etc. Who doesn't like aesthetic images? These can simplify complicated concepts and make her learning easier.

### Learning Styles:

Lastly, for Emily's possible learning styles, she could be:

1. A visual learner - Emily could learn best through visual aids such as videos, images, diagrams, etc.
2. Hands-on learner - Emily could also learn best through active tutorials that she follows along with in her own program to apply this knowledge as she goes.
3. Self-directed - Emily could prefer to do her own thing at her own pace and have the resources there for when she is ready to tackle them.

With Emily's possible needs, preferences and learning styles in mind, we will create our site to tailor around this target audience and what our audience may like.

## Competitive Analysis (Rachel):

### Design Gems

The first website we decided to analyse is "Design Gems"  
([Design Gems — Free design tools and resources](#)).

Design Gems is a website with a vast collection of resources, tutorials, and tools for designers of all levels. They also offer guides on the most popular software available as well as offering tips on how to source royalty-free media.

The screenshot shows the 'Design Gems' website. On the left is a dark sidebar with a navigation menu. At the top of the sidebar is a blue button labeled 'Submit a tool or resource'. Below it are categories: All, Accessibility, Colors, Front-End, Icons, Illustrations & Images, Learning, Mockups, Misc, and Typography. To the right of the sidebar is the main content area, which features several cards. Each card has a small icon, a title, and a brief description. The cards shown are: 1loc.dev (The most useful JavaScript one-liners), 3D Bay (Free 3D stock images by CloudDevs), 404 Illustrations (Royalty free illustrations for 404 error pages), and 98.css (A design system for building faithful recreations of old UIs). A yellow circular icon with a coffee cup symbol is positioned in the bottom right corner of the main content area.

A strength of this website is the abundance of information available to the user, as well as its sleek, minimal design.

However, for a user with no experience in design, this website doesn't explain sections or guide the user as to where they should go. Thus, it may seem very busy and cluttered for a first-time user.

With these points in mind, we will ensure that all sections will have a description for users that explain what the section is and why they should utilise what's in the section. We will also minimise the clutter on our pages to ensure the user will not be overwhelmed and can enjoy our site with ease.

## Toools Design

The second website we analysed is "Toools Design"

([Toools.design – An archive of 1,500+ Design Resources](#)).

This website, similar to the last, also offers a wide range of resources and tools for designers to use. They offer blogs, books, icons, illustrations, etc.

The screenshot shows the 'Toools Design' website. The background is a soft purple color with various white circular icons containing logos for different tools and services like Figma, Sketch, and Adobe Creative Suite floating around. At the top left is the logo 'TOOOLS.design'. At the top right are three small icons: a magnifying glass for search, a menu, and deals. Below the logo, the text 'Discover highly useful Design Resources & Tools' is displayed in a large, bold, dark blue font. Underneath this, a smaller text says 'A growing archive of 1,500+ design resources, frequently updated for the community.' At the bottom of the page is a horizontal navigation bar with categories: Inspiration, Illustrations, Icons, Mockups, Type, Learning, Blogs, Podcasts, Books, Access, Design Tools, UX Tools, Color Tools, Project Tools, AI Tools, and Web Design. To the right of the navigation bar is a small image of a woman's face with glowing blue and orange highlights, and text below it reads 'Adobe Stock - Stock video footage. Stunning 4K and HD video clips for any motion project'. At the very bottom right, there is a small 'ADS VIA CARBON' link.

The main strength of this website is how it's presented. The colours are soft, and blue is known to evoke a feeling of trust. This site uses rounded corners which gives a softer feel to the site. However, similar to the last, it is quite cluttered and lacks descriptive information. Each section doesn't have any explanation as to what you can find in that section.

Another huge weakness of this site is its ads. Granted, money has to be made, however, the use of ads shows that the company itself is concerned more about money than appealing to its users. The ad on the bottom right cannot be closed and follows you throughout the page. This hides some buttons on the right, and those buttons could very well contain the information a user is looking for. However because it's blocked, the user will see their information cannot be found on this page and they will leave.

With these aspects in mind, we will absolutely be sure to limit pop-ups to ensure the user has a smooth experience, as well as make our borders rounded to give a soft, inviting feel.

## Content Strategy (Ricky):

Our website will contain a wide range of content curated towards designers. The division into 4 pages will organise our content into 3 categories with a home page, which will include an overall summary of the website's content. Following the short intros on the home page, we will have 3 categories – Design tools, Design resources and Design application.

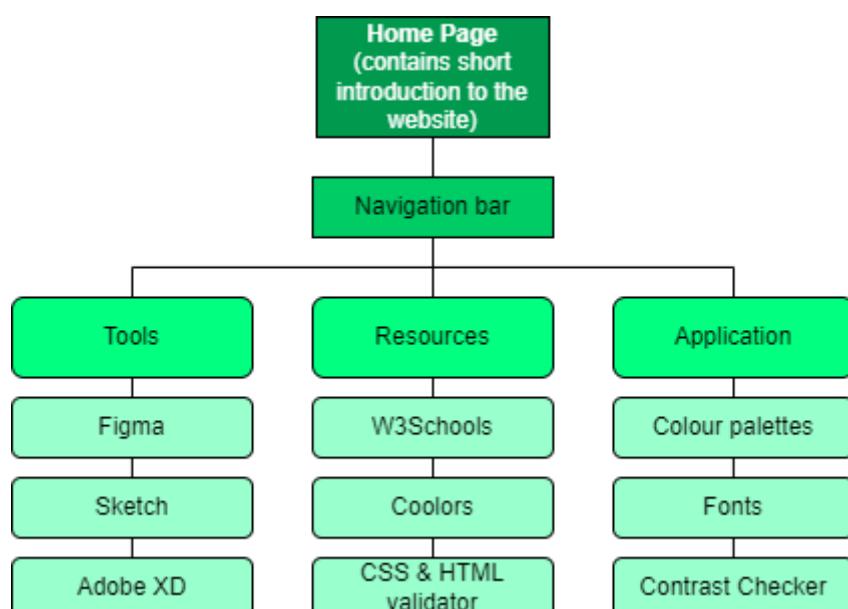
The Design Tools section will contain information about the three most popular tools used nowadays – Figma, Sketch and Adobe XD. Each section will have a short general introduction and then a division for beginner, intermediate and master users. These sections will each include a video tutorial linked from YouTube that users can watch and follow to learn.

The Design Resources page will talk about three different websites that could be very helpful to designers – Coolors, W3Schools and CSS & HTML validator. Each of these sections will contain a description of the site and its purpose and also a screenshot from the website.

The Design Application page will include a section about graphics and imagery with sources that designers can use with a number of interactive sections like a colour palette generator, font picker and a contrast checker, with which the user can interact and try them out.

All of the content on our page will be for users to get more familiar with the design and provide them with a little bit of everything - information, resources, tutorials and interactive elements.

## Sitemap and Site Structure (Ricky):



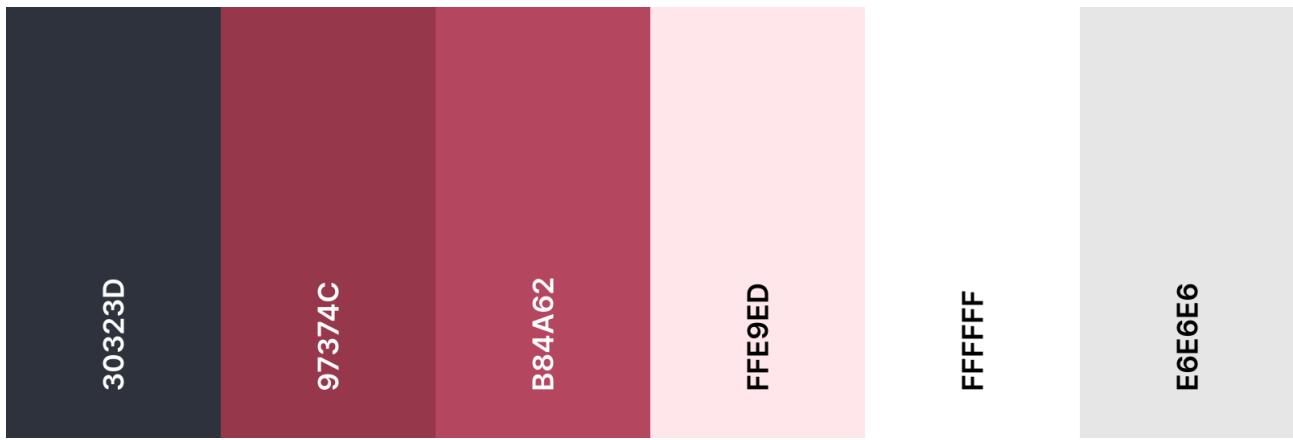
As you can see here, the first page the user lands on is the home page, where they can find a navigation bar/hamburger menu, that will lead them to the other three pages. The pages are organised into Tools, Resources and Application. Each site will have examples, tutorials or links to external resources. This navigation menu will be accessible from every page, ensuring an easy flow.

## Design Elements (Ricky):

### Mood boards



### Colour schemes



### Fonts

The font we used for our Design Toolkit website is Krub, taken from Google Fonts. The size of the font varies depending on Titles, articles and buttons and is adjusted for various screen sizes.

# Wireframes (Rachel):

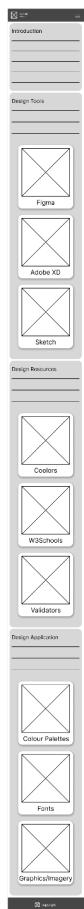
Mobile:

Home

Resources

Tools

Application



# Desktop:

### Home

Copyright

### Resources

Copyright

### Tools

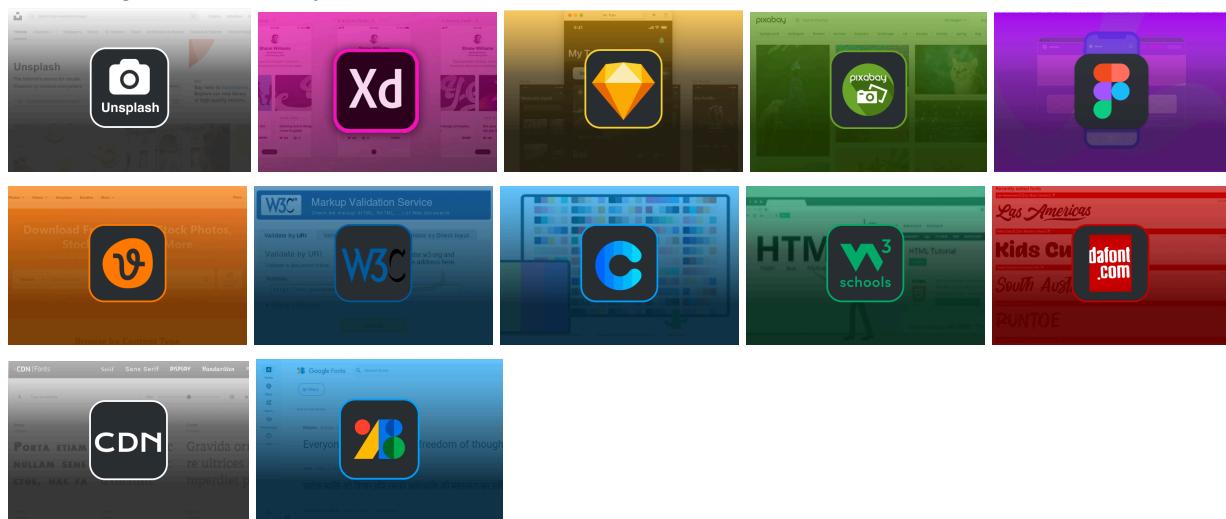
Copyright

### Application

Copyright

## Images and Media (Ricky + Rachel):

For the cover images of the cards, we took screenshots of the home pages of each of the sites, added a gradient overlay then added the icon for the website on top.



As for the application cover cards, we took basic images related to the topic from Pixabay and added a faint overlay to match the rest of the cards.



In the tools section, we have linked 3 videos for each of the tools, ranging from beginner to master tutorials

Figma: [Beginner](#), [Intermediate](#), [Master](#)

Sketch: [Beginner](#), [Intermediate](#), [Master](#)

Adobe XD: [Beginner](#), [Intermediate](#), [Master](#)

Other than that, on the resources page, we have included screenshots from the various websites we talk about in the articles.

The image shows two side-by-side validation tools. On the left is the 'CSS Validator' tool, which has tabs for 'By URI', 'By file upload', and 'By direct input'. It includes fields for entering a URL or file, and dropdowns for 'Profile' (set to 'CSS Level 3 + SVG') and 'Medium' (set to 'All'). On the right is the 'HTML Validator' tool, which also has tabs for 'Validate by URI', 'Validate by File Upload', and 'Validate by Direct Input'. It includes fields for entering a URL, dropdowns for 'Character Encoding' (set to 'detect automatically') and 'Document Type' (set to 'detect automatically'), and several checkboxes for validation options like 'List Messages Sequentially', 'Show Source', 'Show Outline', etc.

### CSS Validator

The image shows the 'Coolors' website interface. It features a sidebar on the left with various color-related tools: 'Palette Generator' (Create your palettes in seconds), 'Explore Palettes' (Browse millions of trending color schemes), 'Image Picker' (Get beautiful palettes from your photos), 'Contrast Checker' (Check the contrast between two colors), and 'Palette Visualizer' (Preview your colors on real designs). The main content area on the right lists various color-related services: 'List of colors', 'Browse Gradients', 'Create a Gradient', 'Make a Gradient Palette', 'Color Picker', 'Collage Maker', 'List of Fonts', 'Image Converter', and 'APPS' (iOS App, Android App, Figma Plugin, Adobe Extension).

### Coolors

### HTML Validator

The image shows the 'W3Schools' website interface. It features a sidebar on the left with various programming and web development tutorials: 'Tutorials' (HTML and CSS, JavaScript, Backend, Web Building, Data Analytics, APPS), 'JavaScript' (Learn JavaScript, Infernal Reference), 'Backend' (Learn Python, Infernal Reference), 'Web Building' (Create a Website, Learn PostgreSQL, Infernal Reference), 'Data Analytics' (Learn Data Science, Infernal Reference), and 'APPs' (Learn iOS App, Learn Android App, Learn Figma Plugin, Learn Adobe Extension). The main content area on the right lists various programming languages and frameworks: 'JavaScript' (Learn React, Infernal Reference), 'Backend' (Learn Python, Infernal Reference), 'Web Building' (Learn PostgreSQL, Infernal Reference), 'Data Analytics' (Learn Data Science, Infernal Reference), and 'APPs' (Learn iOS App, Infernal Reference).

### W3Schools